



TORKEL RESEARCH

TESTS AND ASSESSMENTS • ORGANIZATIONAL DEVELOPMENT • METRICS

Financial Sales Indicator™

The **Financial Sales Indicator™** is a web-based assessment tool designed to identify candidates most likely to succeed in financial sales jobs.

- Dramatically increases success of new hires and reduces costs of poor hires.
- May be used as a stand-alone assessment, or combined with the Financial Licensing Indicator™ for a seamless hiring solution.
- Based on the pioneering work of Dr. Steve Torkel. Dr. Torkel has surveyed over 50,000 job candidates, salespeople, and branch managers on the experiences that predict sales success in the financial services industry.

Measures 8 predictors of sales success:

➤ **Psychological Factors**

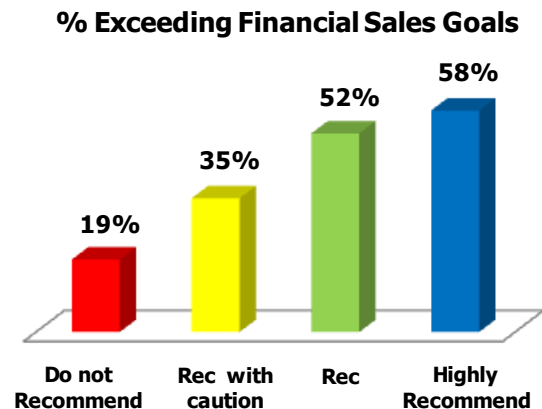
- Drives for Results
- Decisiveness
- Disciplined
- Relationship Oriented

➤ **Objective Indicators**

- Network
- Financial Exposure
- Work History
- Sales Experience

Measures "Test Accuracy" to identify candidates who are faking.

Five studies demonstrated the power of the Financial Sales Indicator™. Highly recommended candidates exceeded their financial sales goals three times as often as those who were not recommended.



Contact Torkel Research today to learn more about how the Financial Sales Indicator™ can increase the productivity of your financial sales force.

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